



## EUROPEAN RESEARCH COUNCIL EXTERNAL COMMUNICATION STRATEGY 2020



https://erc.europa.eu

# European Research Council External Communication Strategy 2020

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#### 1. Context

The European Research Council's Executive Agency (ERCEA) supports the ERC Scientific Council in its mandate to "communicate with the scientific community, key stakeholders and the general public on the ERC's activities and achievements". External communication assists with the delivery of the ERC's Work Programme, which is established each year by the Scientific Council and approved by the European Commission. It underpins the ERC's mission to make Europe a global leader in frontier research.

The coming year will see important changes in the ERC's leadership. Our new President, Professor Mauro Ferrari, will take office on 1 January. Professor Eveline Crone will start her mandate as Vice-President of the Scientific Council on the same date. There will be further changes to the membership of the Scientific Council with the arrival of several new members.

There will also be important changes in the broader institutional context in which the ERC operates. Following the 2019 European elections, 2020 will be the first full year of the new European Parliament's term, as well as the new European Commission led by President Ursula von der Leyen with Mariya Gabriel as Commissioner responsible for Research, Innovation, Education, Culture & Youth. Croatia and Germany will hold the rotating Presidency of the Council in the first and second halves of the year respectively.

During the coming year, the final stages of the negotiations on the EU's budget for 2021-2027 and the new framework programme for research and innovation, Horizon Europe, will have a decisive impact on the future of the ERC and its capacity to support excellent research. Possible delays in the legislative timetable would inevitably have a knock-on effect on the 2021 ERC Work Programme and the timetable for calls under the different grant schemes.

The United Kingdom is currently scheduled to leave the EU on 31 January 2020. The ERC is involved in the Commission's wider efforts to ensure preparedness for the United Kingdom's withdrawal. We intend to provide timely information about the implications for current grantees and for future applicants, in line with the relevant legal texts and the general guidance provided by the European Commission.

## 2. Objectives

The ERC's communication is guided by its mission to select and fund "the excellent ideas that have not happened yet and the scientists that are dreaming them up". The ERC aspires to excellence in its communication.

## Objective 1 – Explain why frontier research is vital for Europe's future

#### Description

From the technology behind the smartphones in our pockets to the challenges facing the sustainability of our planet, the history of the past century provides countless examples of the capacity of frontier research to push the boundaries of human knowledge and drive future innovations. Over the last decade, the ERC has supported the development of new ideas, pushing researchers to follow their curiosity wherever it

<sup>&</sup>lt;sup>1</sup> Horizon 2020 Specific Programme, Annex I.1 – Official Journal L347 of 20 December 2013, p981

may take them. This bottom-up approach has already produced impressive results. Independent evaluations have shown that more than 70% of completed ERC-funded projects produced breakthroughs or major scientific advances<sup>2</sup>.

While continuing to reflect the ERC's bottom-up, excellence-driven approach to frontier research, in 2020 we will re-double our efforts to demonstrate the relevance of the results obtained by ERC grantees in terms of policy, economic and societal impacts. This will include support for the policy priorities of the new Commission, particularly the Green Deal and the European plan to fight cancer. We will also actively seek opportunities to build bridges with other parts of the future Horizon Europe programme, including the European Innovation Council and the research missions.

In addition to sharing individual examples of the excellent science carried out by ERC grantees, we will endeavour to showcase the structural impacts of the ERC on Europe's wider research and innovation ecosystem. These impacts include setting standards for quality and excellence at the European level, as well as inspiring reforms at the national level concerning support for frontier research.

#### **Audiences**

Target audiences under this objective include decision-makers at international, EU and national levels, key influencers and opinion-leaders.

#### **Actions**

Communication actions planned for 2020 under this objective include the following:

- Continue to celebrate excellent examples of bottom-up research, as well as the pursuit of science for science's sake.
- Feed into selected policy discussions in the Commission and other EU institutions with relevant scientific inputs and advice, based on examples of the cutting-edge research carried out by ERC grantees.
- Provide support to the ERC's President in his new role, in cooperation with other colleagues from the ERCEA. Continue also to support members of the Scientific Council with speaking engagements, media interviews and other communication activities;
- Work with media and journalists to encourage reporting on frontier research and the results achieved by ERC grantees, as well as the achievements and wider structural input of the ERC;
- Participate in the World Economic Forum in Davos in January 2020, as well as the "Summer Davos" in China later in the year, as well as continuing the collaboration with WEF in terms of communication;
- Take part in key European and global events attracting key policy-makers and stakeholders from the research field including the American Association for the Advancement of Science Annual Meeting, the EuroScience Open Forum and the Global Research Council;
- Organise a session with ERC grantees at the European Parliament's Science Week in cooperation the JRC and with the EP's Science and Technology Options Assessment service (STOA);
- Participate of the ERC in the Commission's Research & Innovation Days event in September 2020, possibly with an event to celebrate the ERC's 10,000<sup>th</sup> grant;

<sup>&</sup>lt;sup>2</sup> https://erc.europa.eu/news/impact-erc-funded-research-confirmed-independent-study

- Continue to collaborate closely with the European Science Media Hub established by the European Parliament, with a view to tackling misinformation and fake news through exchanges between politicians, journalists and scientists;
- Work with the DG RTD, Representations, DG COMM and other EU agencies or research centres (such as REA and JRC), and DGs with a view to including examples of ERC-funded research in their wider communication efforts around the Horizon Europe programme, the EU budget and the Commission's corporate communication campaigns.

#### **Performance management**

Identifying relevant indicators and measuring progress under this objective is challenging, but KPIs that we intend to track in 2020 include:

- Number of key decision-makers and influencers attending ERC sessions at events (World Economic Forum, European Science Week, R&I Days etc.).
- The number of media interviews undertaken by the ERC President, as well as members of the Scientific Council;
- The total earned media coverage (media mentions and combined reach) plus some analysis of
  qualitative aspects such as trending topics, reference to the ERC's communication actions,
  geographical breakdown and the balance between specialised and general media;
- The number of examples of ERC-funded research featured in campaigns and communication actions managed by DG RTD, DG COMM and other EU agencies or research centres (such as REA and JRC), and DGs.

## Objective 2: Attract the best ideas and the brightest minds

#### Description

The ERC's funding schemes are open to researchers across Europe and from anywhere in the world. Our external communication aims to sustain the overall number and quality of applications for funding across all schemes and domains.

In 2020, we will continue to ensure the widest possible awareness of the different calls amongst these target audiences, across different disciplines and funding schemes. In order to "go local", we will tailor the information provided to different national realities. Building on the efforts already made in 2019, we will pay attention in particular to the following:

- Researchers in countries that have lower application rates or lower number of grants in ERC calls, particularly from the so-called "EU-13" countries that have joined the EU since 2004 (in line with the Scientific Council's work on widening European participation);
- Researchers globally who have the right profile to apply for ERC funding in order to develop their research in Europe, in line with the ambition of the ERC to be "open to the world";
- Female researchers, in line with the Scientific Council's work on gender balance.

Depending on the available budgetary resources, the specific focus on the priorities mentioned above may take the form of mini-campaigns.

The Scientific Council has approved a number of adjustments to the structure of the ERC's evaluation panels, including the creation of two new panels and changes to the titles and descriptions of existing panels. These adjustments will be communicated to the panel chairs and members, as well as to prospective applicants.

#### **Audience**

Target audiences under this objective are researchers with a high potential, in Europe and elsewhere, who could be potential applicants, as well as current or former ERC grantees who may be interested in applying to relevant funding schemes again.

#### **Actions**

Communication actions planned for 2020 under this objective include the following:

- Provide accurate, clear and up-to-date information about the ERC's funding schemes and the
  details of calls via the ERC's communication channels (website, email lists, social media accounts,
  etc.);
- Make available information via the website and other channels concerning the restructuring of the ERC's evaluation panels;
- Cooperate with multipliers and communication partners (in particular the ERC's National Contact
  Points, Host Institutions, Science Counsellors in EU Delegations and the EURAXESS network) in
  order to ensure the widest possible dissemination of information about ERC funding schemes and
  calls to the relevant target audiences in EU Member States, Associated Countries and other
  countries worldwide;
- Identify opportunities for decentralised communication in at least three EU-13 countries, including
  information events at national level in cooperation with relevant partners and multipliers
  (National Contact Points, Host Institutions, Scientific Council Members, ERCEA Scientific Officers,
  former panel members, ERC grantees etc.);
- Identify opportunities for decentralised communication in at least four non-ERA countries (including the USA at AAAS, South Africa where the Global Research Council will meet next year, Japan and China);
- Support the participation of the ERC's President, Scientific Council members, ERCEA Staff (especially management and scientific officers) and ERC grantees in relevant events;
- Share the stories of current ERC grantees and their careers as a source of inspiration and guidance for potential applicants, with a particular focus on grantees from less-represented countries;
- Produce and disseminate a video illustrating the ERC's efforts to tackle unconscious bias, including gender bias, in its evaluation of proposals;
- Web marketing and targeted use of "promoted" content in order to reach the research community via online channels, especially in the priority countries mentioned above.

#### **Performance management**

The main indicator to assess the effectiveness of our communication actions under this objective will be the overall number of visits to the funding section of the ERC website, with a particular focus on increasing traffic from countries that are currently under-represented in calls. In addition, we will keep track of the number of potential applicants we are able to reach through events during the course of the year.

#### Objective 3 - Share our passion for frontier science

#### Description

From black holes to quantum computing, from sustainable development to the treatment of cancer, the ground-breaking research carried out by ERC grantees is pushing the frontiers of human knowledge and changing the way we look at the world around us. The ERC's external communication aims to stimulate interest in science beyond the research community and to provide a platform for ERC grantees to share their experiences.

#### **Audience**

Target audiences under this objective extend beyond the ERC's core constituency to include the wider public who have an interest in topics related to research, innovation and science. In 2020, we will continue to support public engagement and outreach. Striking project examples can also help to communicate the ERC's added value to decision-makers and influencers, and may also serve as inspiration for potential applicants.

#### **Actions**

Communication actions planned for 2020 under this objective include the following:

- Work with grantees and their host institutions in order to share stories and research results via the ERC's communication channels such as events, media interviews and social media;
- Announce the winners of the ERC's first Public Engagement with Research Awards as part of the ERC's participation in the European Open Science Forum 2020 (ESOF) in Trieste;
- Work with science media and journalists to encourage reporting on frontier research and the achievements of ERC grantees;
- Provide communication training and support to Principle Investigators and their teams, particularly those representing the ERC at priority events;
- Collaborate with multipliers such as science museums and organisers of selected popular science events.

#### **Performance management**

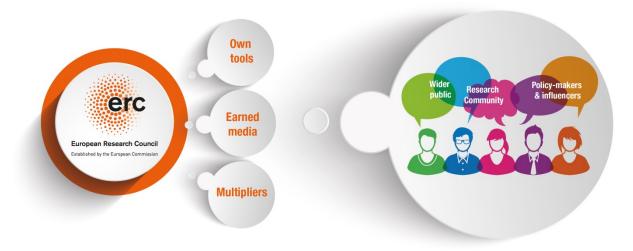
Following on from a stakeholder survey carried out by the ERC in 2019, further insights into levels of awareness and public perceptions concerning research and innovation may be provided through a specific Eurobarometer opinion survey to be launched by the Commission in 2020 (the first such survey since 2013). These insights will provide a useful baseline for the ERC's future communication.

Key Performance Indicators (KPIs) under this objective will include:

- The number of ERC stories shared via the ERC's communication channels (website, social media accounts, videos etc.) and other channels (other EU accounts, Host Institutions etc.);
- The number of web page views and impressions on social media of ERC content related to science communication;
- The number of grantees accepting invitations from the ERC to speak at key events, and the number of participants reached through these events;

• The number of ERC grantees or their team members who receive communication training, guidance and support.

## 3. Communication Channels, Multipliers and Partners



#### 3a. ERC tools

#### Website

With over 600,000 visitors per year, the ERC website is one of our key communication tools. Taking into account feedback received through user testing as well as the results of analysis by an independent expert, planned improvements for 2020 include better visualisation of statistics, tagging and aggregation of content by theme and the geo-localisation of project examples on an interactive map. We will also continue to invest in online promotion and targeted advertising of our channels and specific content in 2020.

**Target:** Further increase overall traffic to the website, with particular attention to the impact of communication actions designed to promote ERC funding schemes and calls (in line with Objective 2 of this strategy) and to share excellent science (in line with Objective 3 of this strategy).

#### Social media

The ERC has established a solid presence on Twitter, passing the milestone of 70,000 followers in 2019. We also have a growing audience on LinkedIn and Facebook. The ERC's YouTube and Vimeo channels serve as dissemination channels and repositories for the ERC's expanding collection of audio-visual products. In 2020 we will continue:

- to increase reach and audience engagement across all of these platforms;
- to share information in line with the objectives set out in this communication strategy;
- to consolidate our relationship with key influencers (including other EU accounts, personalities
  from the research domain, national research councils, ministries, mainstream media, large host
  institutions etc.);

- to build new relationships with potential multipliers (including organisations based in EU-13 countries and organisations that can help to reach out to more female researchers);
- to mobilise ERCEA staff who are active on social media, and to make targeted use of promoted content.

**Target:** Increase the number of followers across different social media platforms, stimulate greater engagement (likes, shares, comments etc.). Based on the positive results achieved in 2019, we estimate that we can aim for 100,000 social media mentions and 16 million impressions in 2020.

#### **Videos**

The ERC has more than doubled the production and reach of its audio-visual products in 2019. Building on this positive trend, in 2020 we will continue to produce different forms of audio-visual content in order to communicate about funding opportunities and results. These are expected to include live webcasts, square videos for social media, testimonial videos featuring grantees, as well as explanatory videos on different aspects of the ERC's application and evaluation process (including action taken to tackle different forms of unconscious bias).

**Target:** Achieve the maximum possible number of views for the videos produced using a variety of promotion techniques, including paid promotion where justified. We estimate that it should be possible to achieve at least 50,000 video views on YouTube and other social media platforms.

#### Online magazine

The ERC Magazine serves as a platform for sharing themed articles, interviews and opinion-pieces. It is promoted via a monthly email digest, social media and other channels. Its content covers a wide range of topics and themes, including excellent curiosity-driven research, current popular research fields and the inner workings of the ERC. We intend to further develop the editorial content, in line with the findings of the 2018 survey of its readers, and increase the readership of the magazine in 2020.

**Target:** 25 articles to be published during the course of the year, increase in traffic to the magazine section of the website by 10%.

#### **Email alerts**

The ERC maintains a database of more than 70,000 subscribers who have chosen to receive alerts about ERC funding and stories. In 2020, we will further maintain and develop this mailing list (in line with the relevant data protection rules).

*Target:* 20 alerts to be sent during the course of the year.

#### **Publications**

Despite the trend to more digital communication, leaflets, brochures and other print publications continue to serve a useful purpose as part of the communication mix (particularly at events). Taking into account the key communication opportunities and events planned during the year (see Annex 1) we will also produce a limited number of flyers and thematic brochures.

**Target:** Publish and disseminate the Annual Report, a leaflet on Implementing Arrangements with non-European Research Area countries, 2-3 thematic brochures and reprints of ERCCOMICS.

#### 3b. Earned media

With more than 17,000 media mentions globally in 2019, the ERC is frequently in the news. The ERC President gives numerous media interviews, as well as some members of the Scientific Council. The release of the results of grant competition results is a key opportunity for earned coverage in the national and international media (both specialised and non-specialised). The announcement of ground-breaking research results by ERC grantees also frequently makes the headlines, as does the awarding of prestigious scientific awards to our grantees.

In 2020, we intend to continue to cooperate closely with science, EU affairs and international journalists. Our media relations work involves prompt responses to journalists' enquiries, as well as reaching out proactively to the media with newsworthy information. The Commission's Representations in EU Member States and the EU's Delegations in countries around the globe are important partners, as are the press offices of institutions hosting ERC grantees. We will organise media activities and/or press conferences at key events in 2020 (see list in Annex 1 of this strategy). In order to refine our analysis of media coverage generated by the ERC, on top of the total volume of coverage we will also analyse qualitative aspects such as trending topics, reference to the ERC's communication actions, geographical breakdown and the balance between specialised and general media.

#### Targets:

- 50 media interviews with the ERC President and Scientific Council members;
- 30 press releases and highlights disseminated via the ERC's media lists, the Commission's Representations and other channels;
- 15,000 media mentions of the ERC (with a specific focus on trying to increase coverage in EU-13 countries in line with the strategic objectives set out in Section 2 of this strategy).

#### 3c. Multipliers and communication partners

In 2020, we intend to reinforce the ERC's cooperation with our core communication partners (including National Contact Points, Host Institutions, the Euraxess Network and Science Counsellors in the Commission's Delegations). This will build on the results of a stakeholder survey that was carried out in 2019. The survey pointed to the variable levels of resources available at national level to support potential applicants, but also to the fact that information events and workshops for applicants are held regularly across Europe despite sometimes limited resources. It also identified a need to tackle perceptions concerning the competiveness of the evaluation process that may discourage some potential beneficiaries. In addition to reinforcing links with the ERC's core partners, we will explore in 2020 other possible collaborations through a "stakeholder mapping" exercise.

#### **Grantees and Host Institutions**

Current and former grantees are amongst the ERC's most effective ambassadors. In 2020, we will continue to provide communication guidance and support to grantees via our website, as well as responses to questions we receive via email. We will work with grantees, their host institutions and ERCEA scientific officers to identify, produce and disseminate new ERC stories highlighting a cross-section of examples from different domains. These stories will take different forms from short "pitches" for inclusion in press releases to social media posts, from individual stories on the ERC website to longer thematic features in

the ERC online magazine, from video testimonials to podcasts. We will consolidate our repository of stories developed for communication purposes, part of which will be published in the ERIS database. We will involve grantees as speakers in panels and sessions at the various events where the ERC will have a presence next year (see list in Annex). Building on a first successful experience in 2019, we will offer communication training to some grantees (particularly those representing the ERC at events). For the third year running, we will organise an event with communication officers from Host Institutions in order to provide opportunities for networking and exchanges of experience.

#### **ERCEA staff**

In line with the ERCEA's strategy for internal communication and staff engagement, we will aim to provide next year additional opportunities for staff outside the Communication Unit to act as ambassadors for the ERC. This will include training in various aspects of communication (public speaking, clear writing, social media use, science communication, media relations, filming with smartphones, how to give a Ted talk and story-telling). Staff will be encouraged to make use of the European Commission's SMARP platform for sharing social media content. We will make the most of internal events (scientific seminars, lab visits etc.) for external communication purposes. We will strengthen cooperation within the ERCEA in order to communicate the outcome of ERC-funded projects, including as regards science advice to policy-makers.

#### **National Contact Points**

The NCP network will continue to be an important multiplier at national and regional level, particularly as regards the relaying of information about the ERC's funding schemes and calls in line with the second objective of this communication strategy mentioned in Section 2 above. Two meetings will be organised in 2020 in Brussels to update the NCPs on developments and to exchange good practices.

#### **Commission services**

We aim to renew our close cooperation in 2020 with the Cabinet the Commissioner responsible for Research & Innovation. We will work closely with DG RTD, particularly its Communication Unit, to support communication on the Horizon 2020 programme and the preparations for the launch of the Horizon Europe programme. We will also explore opportunities for collaborating with other Commission Directorates and Services.

Following the success of the 2019 "Black Hole" campaign, we will seek to identify further opportunities to work together with DG COMM, particularly as regards the Commission's corporate communication campaigns but also possible joint actions with the Commission's central social media team and audio-visual services. The Commission's Representations are also key partners in providing information on ERC funded-research tailored to specific national and regional contexts.

#### **EU Delegations and the EURAXESS network**

Outreach activities in non-EU countries will continue to receive our ongoing support via the science counsellors in EU Delegations and via the EURAXESS network. The Communication Unit will organise meetings and/or take part in meetings organised by RTD, in 2020 in Brussels to update them on future developments and to exchange good practices and will aim to renew our close cooperation with new members of these two groups.

#### Other EU institutions

We will continue to work closely with our counterparts in the European Parliament. Most MEPs are new and some extra effort will be made to inform them about the ERC. Key interlocutors include in particular the members of the ITRE (Industry, Research and Energy) Committee, as well as STOA (Science and Technology Options Assessment) structure.

#### Other potential networks and partners

In June 2020, the ERC will participate in the annual meeting of the European network of science centres and museums (ECSITE) with the view to increase cooperation in the future with these important multipliers.

## Key communication opportunities in 2020



European Research Council

Established by the European Commission

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	<b>Вост</b> Вост Вост Вост Вост Вост Вост Вост Вост	NOV	DEC
WEF Davos	AAAS + Destination EU Seattle, USA	EP Science Week Brussels (tbc)	ScC Plenary Helsinki	Global Research Council Durban, South Africa	Summer Davos China (tbc)	ESOF Trieste, Italy	StG results	DG RTD R&I Days Brussels	ScC Plenary Berlin	SyG results	NCP meeting Brussels
			AdG Results	Pint of Science Belgium (tbc)	Science Museums (ECSITE) Ljubljana, Slovenia			Science is Wonderful Exhibition, Brussels	STS Forum Kyoto, Japan	ERC Scientific Conference Brussels	Work Programme 2021
			National info event 1 (tbc)	NCP meeting Brussels (tbc)	National info event 2 (tbc)	National info event 3 (tbc)		10,000 ERC grantee Brussels	HI meeting Brussels (tbc)		COG results

General public I Researchers, potential applicants, ERC grantees I Policy-makers, influencers & opinion leaders I Multipliers, partners & networks

#### 2020 ERC Sessions at Conferences - SH Domain

European Social Science History Conference 18-21 March Leiden, NL Association of Art History annual conference 1-3 April Newcastle, UK 2-3 April Bucharest, RO International Conference on Economics and Social Sciences Biennial Meeting of the International Society for the Study 21-25 June of Behavioural Development Rhodes, EL International Conference on New Directions In the Humanities: Transcultural Humanities in a Global World 1-3 July Venice, IT International Congress of Psychology 19 - 24 July Prague, CZ World Congress of Political Sciences 25-29 July Lisbon, PT Annual Meeting of the American Sociological Association 8-11 August San Francisco, US European Association of Archaeologists Meeting 26-30 August Budapest, HU Annual Conference of the European Society of International Law 10-12 September Stockholm, SE International Society for Biomolecular Archaeology Conference 22-25 September Toulouse, FR

#### 2020 ERC Sessions at Conferences - PE Domain

**FUTURE MATERIALS 2020:** 

Materials Science & Nanotechnology Conference 26-28 February Lisbon, PT SPIE Photonics Europe 29 March - 02 April Anacapri, IT European Conference on Laboratory Astrophysics 19-24 April **EGU General Assembly** 3-8 May Vienna, AT **IEEE International Conference on Communications** 7-11 June Dublin, IE European Conference on Artificial Intelligence 08-12 June International Congress on Catalysis 2020 vision 14-19 June

Conference on Programming Language Design and Implementation 15-20 June

ECMI Conference on Industrial and Applied Mathematics

Tetrahedron Symposium

European Astronomical Society Annual Meeting

**EUROMAR** 

Network Science Society 2020

**IEEE-NANO 2020** 

International Conference on High Energy Physics American Chemical Society National Meeting

International Congress of Chemical and Process Engineering

Eurostrings 2020

8th EuCheMS Chemistry Congress

European Physical Society - Condensed matter division, combined with Meeting of the Condensed Matter Divisions of the Spanish Physics Society

European Fluid Mechanics Conference

Interplay between Particle and Astroparticle Physics

#### 2020 ERC Sessions at Conferences - LS Domain

Microbiology Society: Annual Conference 2020 American Association for Cancer Research

Single Cell Biology: Pushing New Frontiers in the Life Sciences

"Immunochemistry and Immunobiology

Gordon Research Conference "

Physics of living systems: From molecules to tissues

BioTech 2020

ECB2020: European Congress on Biotechnology

**FEBS Congress** 

**FENS Forum for Neurosciences** 

International Symposium on Microbial Ecology European Society of Cardiology: Annual meeting European Conference on Computational Biology

**ECNP Congress** 

European Society of Gene & Cell Therapy, British Society for Gene & Cell Therapy Collaborative Congress 2020

Organoids: Modelling Organ Development and Disease in 3D culture

ASCB EMBO 2020 Meeting

30 March - 03 April April 24-29 4-8 May

22-26 June

23-26 June

05-09 July

6-10 July

26-31 July

16-20 August

23-27 August

24-28 August

29 June - 3 July

30 July - 05 August

30 August - 3 September

31 August - 4 September

06-10 September

07-11 September

7-12 June 8-12 June 17-20 June 28 June - 1 July 4-9 July 11-15 July 9-14 August 29 August - 02 September 5-9 September

12-15 September 20-23 October

21-24 October 5-9 December

Strasbourg, FR

Santiago de Compostela, ES

San Diego, US London, UK Limerick, IE Gothernburg, SE Leiden, NL Bilbao, ES Rome, IT Montreal, CA Prague, CZ San Francisco, US Prague, CZ Oxford, UK Lisbon, PT

Madrid, ES Zurich, CH Vienna, AT

Edinburgh, UK San Diego, US Florence, IT

Castelldefels, ES Dresden, DE Prague, CZ Maastricht, NL Ljubljana, SI Glasgow, UK Cape Town, ZA Amsterdam, NL Sitges, ES Vienna, AT

Edinburgh, UK Heidelberg, DE Philadelphia, US